

# GREENSBORO PUBLIC LIBRARY BOARD OF TRUSTEES

Monday, August 18, 2015  
4:00 p.m.

## MINUTES

*Greensboro Public Library- Central Branch  
219 North Church Street – Hemphill Board Room  
Greensboro, NC*

<i>(Voting)</i>	<b><u>MEMBERS ATTENDING</u></b>	<b><u>STAFF</u></b>	<b><u>ABSENT</u></b>	<b><u>LIAISON</u></b>
1	<b>Carolyn Chappell, Chair</b>	Brigitte Blanton	Trudy Atkins	Kay Cashion
2	<b>Sandra Cramer, Vice Chair</b>	Dena Keese	Brian Clarida	
3	Loy Newby		Netta Cox	
4	Donna Anderson		Willie Taylor	
5	Ivan Cutler		Lea Williams	
6	Viola Fuller			
7	Penelope Smith			

### **CALL TO ORDER**

- Carolyn Chappell, Chair, called the meeting to order at 4:06pm.

### **REPORT OF CHAIR – Carolyn Chappell**

- Chair reported that the Oliver Family application to name a conference/meeting room at the McGirt-Horton Library after Mary Louise Noble Oliver could not be heard as the application did not meet all requirements of the Facility Naming Policy in that Mrs. Oliver had to be deceased at least one year. The Board will hold the Oliver application open until May 2, 2016 for reconsideration.
- Chair requested that Board Members take a moment to reflect and refocus on the Board's Mission Statement and Bylaws. Chair initiated a discussion on "What does it mean to be a Library Trustee" (Attachment #1).
- **Item 1: Mission Statement**
- **1. What does it mean to each of you to "promote literacy"?**
- **Comments:**
- While participating in other organizational meetings, took the opportunity to mention different activities taking place at the library, encouraged parents to bring their children to the various programs, and get involved themselves.
- Delivered summer reading program incentive packets to neighborhood, as well as prizes earned.
- **2. What does it mean to each of you to "promote research"?**
- **Comments:**
- By asking the question: "Have you thought about going online to the library to do your research, using sources like NCLive?" Many don't know.
- Personally take advantage of library services. Also invited children/teens from McGirt-Horton Branch to a County Commissioner's meeting. Gives them exposure and affirms their work. Being seen on television and speaking in front of the Commissioners helps gain experience and confidence.
- **Item 2: Bylaws – Responsibilities**
- **1. Supervise library facilities**

- The Director does this hourly, monthly, and annually.
- We bring agenda items before City Council; attend Council meetings to let them know we are concerned citizens. Some Board Members volunteer at various Branches.
- Enjoy volunteering; showing the children how to be junior librarians, teaching them how to put books away properly. Also engage with patrons asking them, “are you aware that we have \_\_\_\_?”
- Started volunteering by using building blocks on the floor. It drew children, and then parents became involved. Daughter became a volunteer during a story time and has continued; children see teens as superheroes and are drawn to them. It is a privilege to volunteer.
- **2. In relationship with the City Council, make recommendations**
- **a. Concerning library properties**
- The Board steps in when we have the “naming of a facility” or we are in the process of building a “new facility”.
- **b. Regarding the library budget**
- The Board makes appearances at City Council or County Commissioner meetings to request or say “thank you” for funds. The Board also sends letters and emails to state and local representatives advocating funding for libraries. The Board presents an annual report each year to our elected officials (City Council, County Commissioner) as an overview of the past year.
- Bylaws state the Board is to take an active role in the budget.
- Bylaws state the Board is to make recommendations concerning the annual budget. If that is true, then it is a “responsibility” of the Board.
- We will contact our State Library representative to clarify this statement to determine recommendation vs. advocacy.
- We need to be more transparent. This tells me, the Board should be doing more rather than the Director just bringing the budget to the Board.
- **d. Concerning appointees to fill expired or vacated terms (also for the position appointed by the County Commissioners)**
- Identify replacements. Talking up involvement. If your term is up, suggest someone who may be interested in serving on the Board.
- **5. Perform “other such duties” as may be assigned by the City Council**
- Does anyone know of such a time?
- The Board represented staff during the development of the Central Branch.
- **7. Serve as library advocates to raise awareness of the important role the GPL has in maintaining the quality of life in the Greensboro community**
- Centering the importance of our roles on the community; not on the buildings, but what happens inside them.
- Is it proper for the Board to write a letter to the editor making them aware of what we do?
- As a citizen, anyone has the right to write such a letter. However, as a Board Member, we want to make sure it has Board review so the facts are accurate.
- Can we address #4a: Concerning the appointment and removal of various employees and ensure that only certified librarians serve in specific positions? Are we required to verify as a Board these positions hold this certification?
- The only person required to have a professional librarian certification by the NC Library Certification Board is the Director. However, we will check with our North Carolina State Library Statute and representative for clarification.
- Chair called for approval of the June 20, 2015 Board Minutes. Loy Newby made motion to approve, Sandra Cramer seconded. Minutes approved as presented.

### ***DIRECTOR’S REPORT – Brigitte Blanton***

- We have begun the kick-off of One City, One Book with approximately 50 organizations involved (Attachment #2). Two (15) minute interviews have been completed with Dennis Elliott at Clear

Channel Radio, Tuesday, July 28<sup>th</sup>; a half-hour interview on News 2's Good Morning Show, Tuesday, August 11<sup>th</sup>; and a one-hour interview with WFDD radio is scheduled, Monday, August 24<sup>th</sup>. This was a launching pad to present other library events during the interviews. Due to the nature of the book, "A Walk in the Woods," we have been able to include our Parks & Recreation Department's health and fitness. Clear Channel has given an open invitation to interview with them regarding other events. We are very excited about these opportunities.

- Attended NCPLDA August 12<sup>th</sup> – 14<sup>th</sup>. The Wednesday session was "Rising to the Challenge," creating a common thread on how to do things with community. The one commonality of libraries in the State is non-users. There was mention of CIVIC Technologies, who provides location-based web-software, to help library administrators align strategies with community needs. It was suggested that perhaps we apply through the State Library for this software program.
- Several library directors across the region are meeting to continue discussions on "Rising to the Challenge". Mary Sizemore, High Point Library Director, and I have set aside a half day in September to further discuss and take to another level.
- One of the guest speakers at NCPLDA was Dr. Bob Shackleford, Jr., president of Randolph Community College who referred to the book "Good to Great" as he relayed a particular story about expectations of standards – accepting mediocrity. Individuals that chose to leave an organization may not have been in the right place. We want to make sure as we move forward that we have the right people in the right seats on the right bus – set the bar. However, I feel good about where we are going and where libraries are going. Sometimes our own policies get in the way, i.e. meeting rooms. We need to get meeting room scheduling online – put a system in place to make this easier.
- Annual Staff Meetings will be held Tuesday, August 25<sup>th</sup>, at three locations/times to accommodate all staff. The Leadership Council will present two highlights from the past year and their focus for 2015-2016. We want to promote a stronger sense of team and celebration. Some employees have chosen to leave as we've gone through our cultural shift of competencies.
- By November, all Board Members should have attended three things related to One City, One Book. Currently working with Steve Summerford to get a "shout out" from Rhiannon Giddens during her performance at the National Folk Festival on September 12<sup>th</sup>. Getting great exposure in the News & Record.

## **COMMITTEE REPORTS**

### **Friends of the Greensboro Public Library – Lea Williams**

- Absent – No Report

### **Advocacy – Willie Taylor**

- Absent - No Report.

### **Historical Museum – Brian Clarida**

- Absent – No Report

## **OLD BUSINESS**

None.

## **NEW BUSINESS**

- Holiday Parade – Ivan Cutler would like the Board to have a presence by participating as a "Library Card" character – "I am a gift" or "Check us out." Also would like the Board/library to have a float in the parade. Chair will appoint a subcommittee to work on this project in conjunction with Jim Young, Branch Librarian and Beth Sheffield, Librarian.

- Elected Officials Birthday Cards – Ivan Cutler would like to design a new card that reflects a current photo of the façade of each branch on the front, address on the back (draft to be presented at future meeting).
- Penny Smith’s summer neighborhood reading program, two afternoons per week for interested children, was a success with approximately twelve students attending from 5:30-7:30pm (Attachment #3-photo). Not only did the children obtain reading skills, but the program was a confidence builder. Penny is considering a homework assistance program during the school year. It was suggested that promotion begin early in the community with the idea, “Bring the library to the community.”
- Loy Newby and Sandra Cramer attended a digital computer class before coming to the Board meeting.

Meeting adjourned at 5:12 p.m.